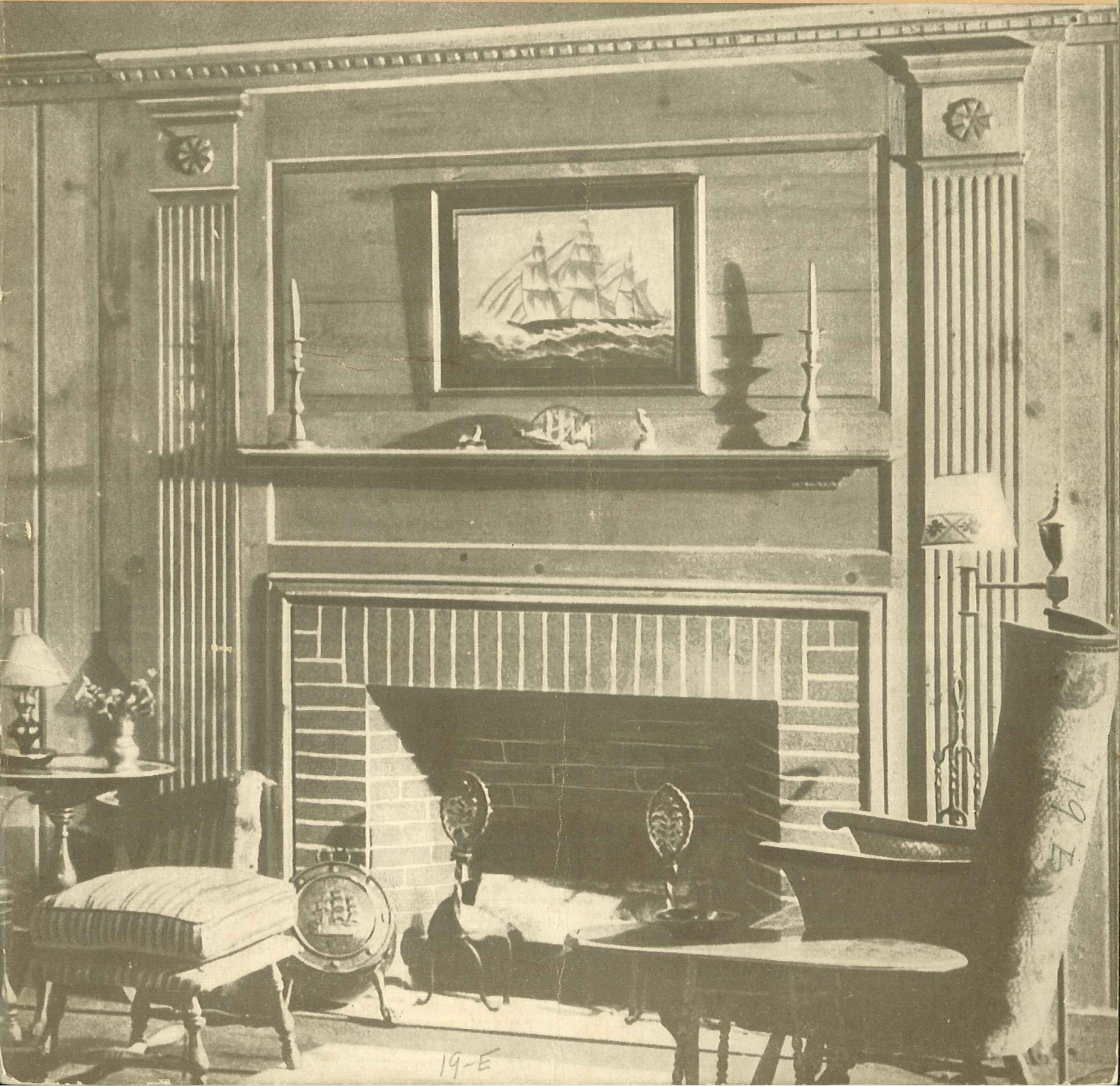


Mellow
WOOD INTERIORS
Everyone Loves





VERSATILITY

The Flexibility of Wood Paneling Means Limitless Opportunity for the Expression of Any Period or Architectural Theme

Period . . . or sharply modern, formal, informal, quaint or austere . . . whatever the requirement for any distinctive home or business interior . . . a wood wall is indicated because of its versatility in expressing any shade of interior effect and because of the flexibility of its cost range.

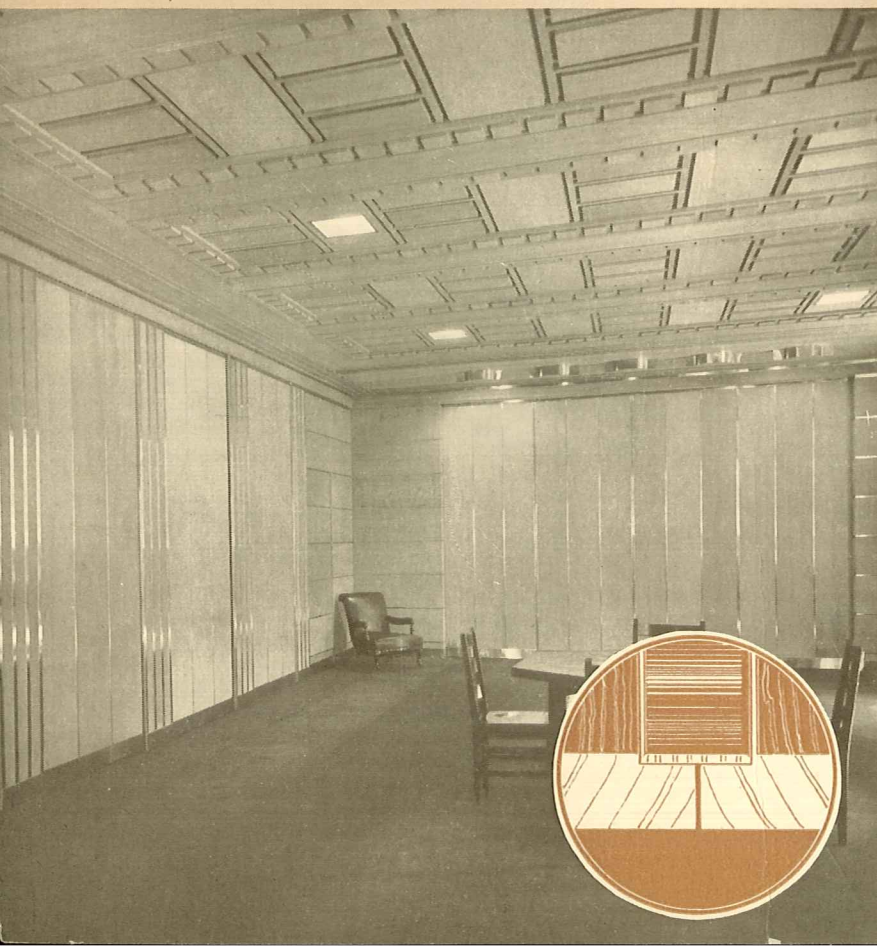
In any type of structure . . . from the humblest cottage to the most pretentious Gothic mansion there is a type of wood wall which just "fits" not only the tone of its surroundings, but the economic status of the structure.

Wood walls are suited to the period home because wood walls have been an integral part of every phase of residential architecture through all of the years and in all of the countries which have produced our "periods."

Wood walls are suited to the most advanced types of modern design because improved manufacture has produced wood in forms demanded for the expression of modern themes. The almost limitless varieties of veneers and plywoods are especially appropriate for this, our latest "period."

The illustration at the top of this page is indicative of a formal period theme.

The illustration immediately below indicates a contrasting use of the wood wall in an ultra modern interior.





The One Universally Admired Interior Treatment

If there is one form of interior treatment which can be said to be universally accepted as the ultimate to be desired in a residence of any period, type, or cost it is the friendly wood-paneled wall.

From priceless examples of the mediaeval wood carver's art to the most humble board sheathing of a settler's cabin, wood walls mean distinction, dignity and charm available in no other material.

The modern home builder or home owner who wishes to improve his home has at his disposal over fifty native American woods capable of producing wood walls of a thousand patterns suited to any shade of architectural differentiation and ranging in cost from ten cents to several dollars per square foot.

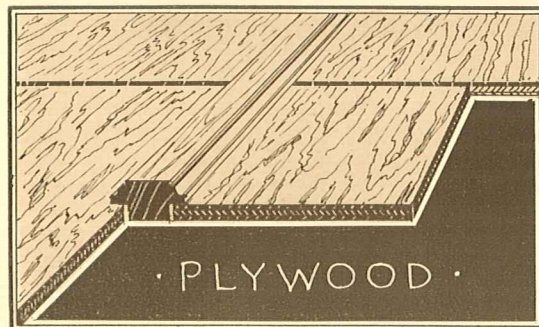
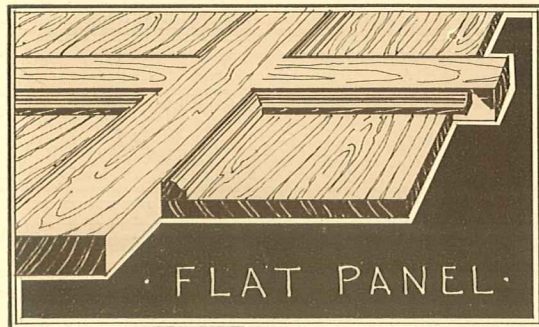
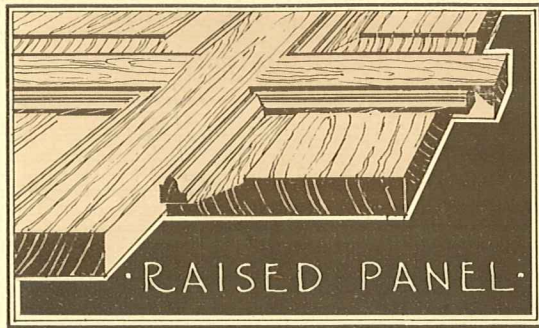
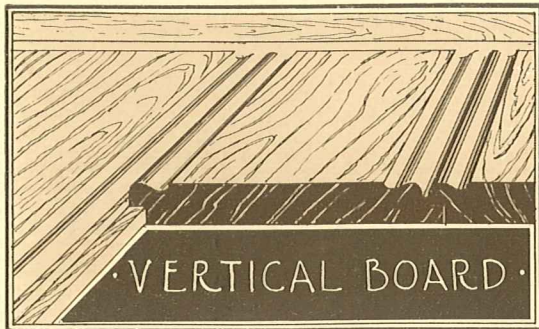
There is a wood wall suitable to the lowest cost home or remodeling job . . . in fact wood walls of simple patterns can be installed in some communities at less cost than lath, plaster and wall paper.

This booklet is intended as a reminder to the home builder of the many wood wall treatments at his disposal . . . of the limitless opportunities of distinguishing even lowest cost homes with warm, friendly, wood walls.

In addition to the room illustrations on each page of this booklet, a section of the moulding or joint assembly for each type of wood wall is illustrated in the small circles inset in each photograph.

The WOOD PANELING *Primer*

Four Common Types of Paneled Wall Construction



A relatively small proportion of the cost of wood paneled walls is the cost of the actual lumber involved. A relatively larger proportion of the cost is to be found in the fabricating labor which produces paneling from lumber.

Paneling forms vary widely and range from the use of common boards to elaborate mill and cabinet fabrication. Paneling cost is usually in direct ratio to the amount of "processing" required by a given paneling pattern.

Simple paneling patterns can produce wood walls at no greater cost than lath, plaster, and good wall paper; other types of design will cost in proportion to the elaborateness of detail and finish.

Variation in the cost of lumber is of less importance than the variation in cost of fabricating and installing. The most expensive wood can often be installed at less cost in a simple pattern than a cheap wood in an elaborate pattern.

At the left are illustrated the four popular patterns for wood paneled walls. They are:

VERTICAL OR HORIZONTAL BOARDS—the simplest and most inexpensive form of wood wall; inexpensive because the vertical boards are used as they come from the mill with the exception of the relatively inexpensive moulding run on each edge to form a decorative joint. This type of paneling can often be installed at no greater cost than lath and plaster.

RAISED PANELING—is essentially colonial of a slightly later, more formal period than vertical boards. Since more processing is necessary for the preparation of raised paneling and more time required for its installation, this type of paneling costs more than vertical boards when the same kind of raw material is employed.

FLAT PANELING—employs the same "style and rail" effect as raised paneling, but differs in that the panels themselves are plain flat surfaces minus the feather edging which imparts the raised effect to the panel type described above. The flat portion of this paneling type may be produced in solid wood, veneers or plywood. In cost it ranges slightly less than raised paneling.

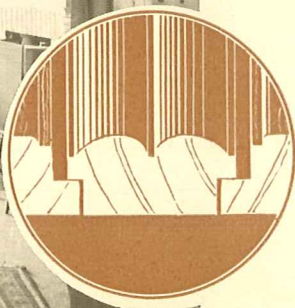
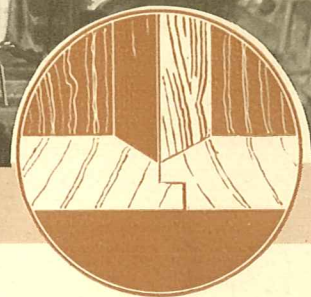
PLYWOOD AND VENEERS—plywood is composed of two or more thin laminations of wood which have been peeled or sliced from a log of raw material and bonded together with adhesives under pressure.

Plywood laminations may all be of the same species or the exterior layer may be a veneer of a more costly material selected for color and grain.

Because of the simplicity of its installation and fundamentally low cost, plywood is suited to the production of inexpensive wood walls—especially those for modern interiors featuring large unbroken areas, horizontal mouldings, curved wall surfaces, etc.



Main Center of Attraction—The Living Room



The living room most frequently receives first consideration in the decoration of the home . . . new or old.

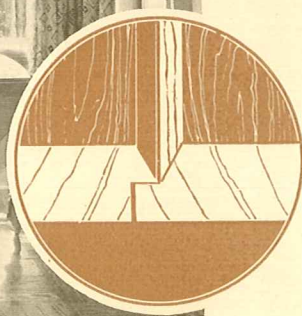
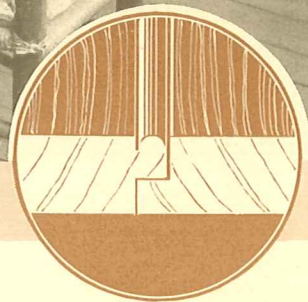
It is natural to apply there first the extra beauty, extra charm, and extra livability which wood walls impart.

A small bit . . . just one wall . . . or a windowsill height wood wainscot . . . will set a richer, more pleasant homelike atmosphere for the entire room.

The living room fireplace wall illustrated above and the stair hall at the left use the most inexpensive type of wood walls . . . vertical moulded boards.



Dining with the Friendly Warmth of Wood Walls

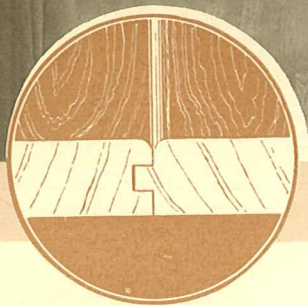


Living rooms are important . . . but the bacon and eggs or the dinner's roast seem a great deal more palatable in pleasant, interesting surroundings.

The dining room above might have been just another room . . . and the breakfast quarters below might have been much less pleasant than they are . . . without the wood paneling.

The wood walls of both rooms form a permanent decorative scheme . . . there will be no periodic expenditures required to make them look presentable.

Both rooms represent modest first-cost installations.

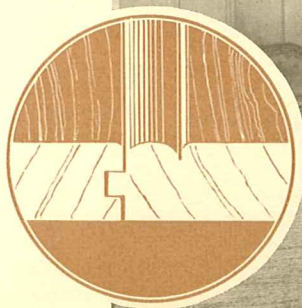
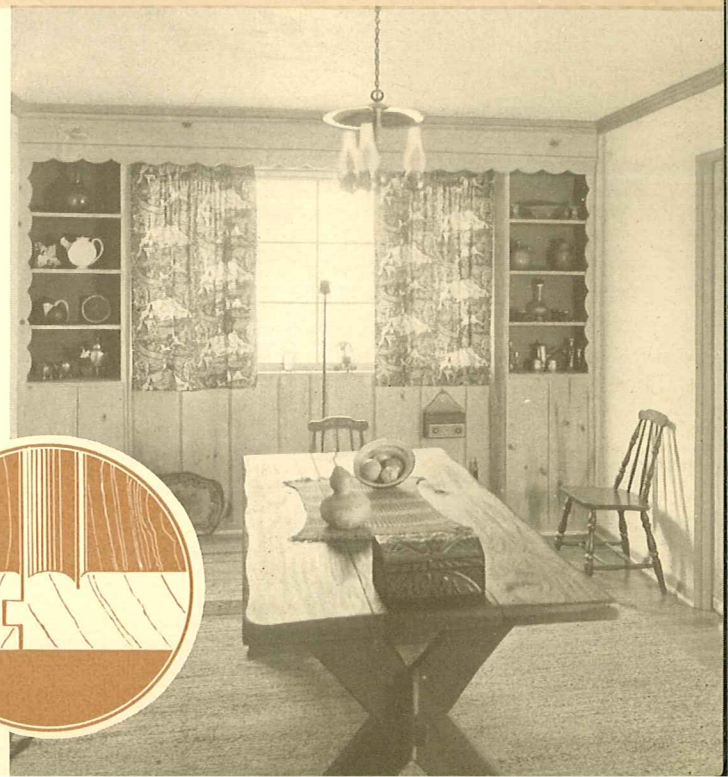


A Touch of the Modern — Inexpensively Attained

Simplicity of form and surface is the very essence of so-called "modern" design. Fortunately, this very quality, when applied to wood, works for increased economy.

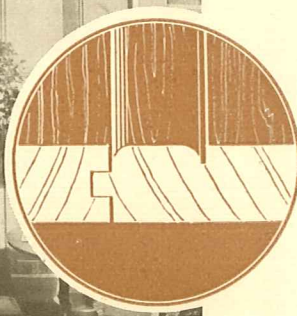
The room illustrated above is constructed of well matched, standard thickness, clear boards applied horizontally. The absence of any kind of moulding at the edges of boards produces the "modern" effect.

The breakfast room at the right is an informal room of almost universal application which can be successfully visualized in homes of many architectural types.





A Period Living Room and an Informal Library



While both of the rooms illustrated on this page are of the early informal period type, they offer an interesting example of the range of wood walls.

The room above is the living room of a modest home . . . the room at the left is the library of a large and costly residence. The advantages of wood walls were well within the reach of both home builders.

In both cases wood beamed ceilings have enhanced the charm of the room. These beams are not an extra decorative cost item . . . they are serving double duty as structural and decorative members.



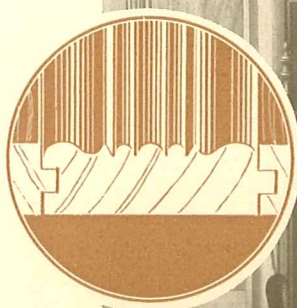
For Those Who Love Wood Grain's Decorative Effect

No successful artificial means has yet been discovered to reproduce the intricate beauty of natural wood grain.

No two kinds of wood produce the same grain . . . and from the many suitable domestic species the wood wall builder has almost limitless opportunity for selection.

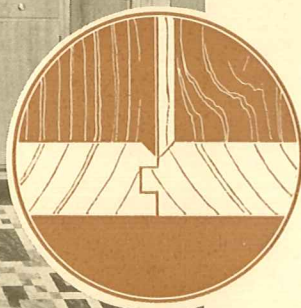
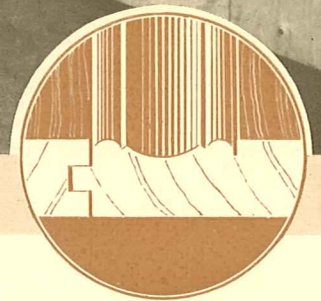
Practically any size or grain figure and any color from black to white and red to light buff are obtainable in natural wood without stains or special treatments of any kind.

The wood walls of this page illustrate selection for grain in clear boards of standard thickness.





A Kitchen With More Charm Than Most Living Rooms

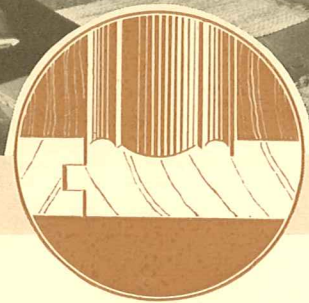


Despite their utilitarian side, kitchens too can join the parade of rooms made good looking through wood walls.

Few living rooms are more attractive than the duplex "living kitchen" illustrated above with folding doors closed and at the top of the page opposite with doors open ready for business.

This particular room is a combination dining room-kitchen solution of the space and cost problem in a small, but very attractive home.

Wood walls have helped, through their decorative power, to make one room serve for two.

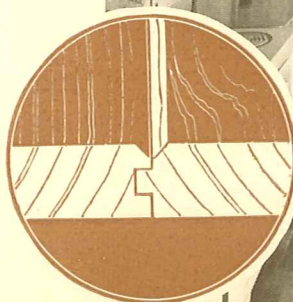
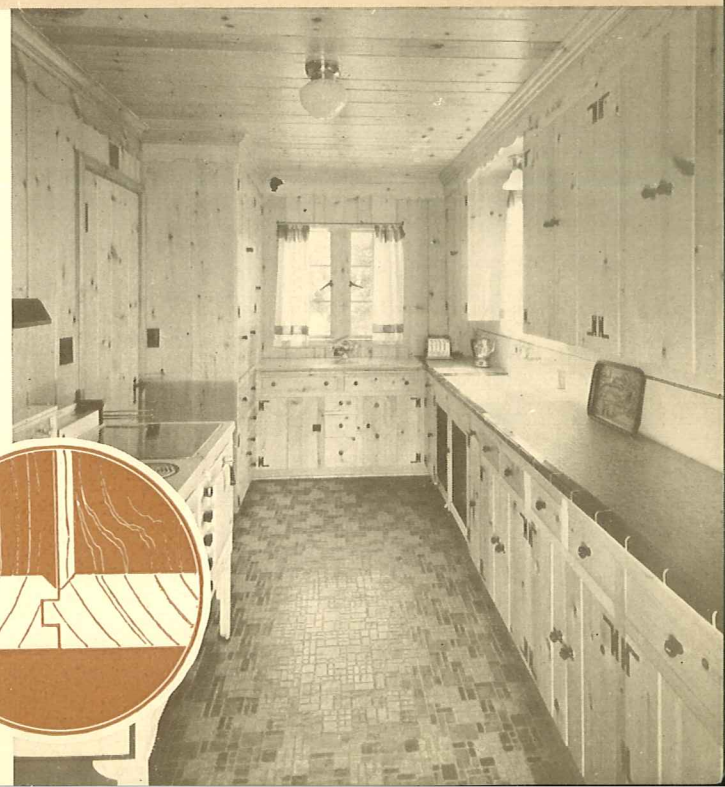


A Quick Change Into an Efficient Culinary Department

Kitchens arranged in a more conventional manner than the one illustrated above are just as effectively improved with natural wood walls.

Natural wood properly treated with surface protection in the form of modern waterproof lacquers and varnishes offers a surface as cleanable and sanitary as heavily pigmented finishes, and the natural finish provides a welcome relief from stereotyped kitchen treatments.

The kitchen at the bottom of page 8 uses a finely finished clear material while that at the right employs a popular species in a knotty grade.





A Perfect Background for Period Furnishings



Authentic simplicity is the keynote of the charming period room illustrated above . . . and it is probably one of the least expensive rooms appearing in this booklet.

The fireplace wall is sheathed with common boards with the most simple moulded edge—the common V-groove . . . and the fireplace and cupboard faithfully reproduce the modest detail of the early New England home.

It is probable that the cost of this wall was much less than a conventionally plastered room.

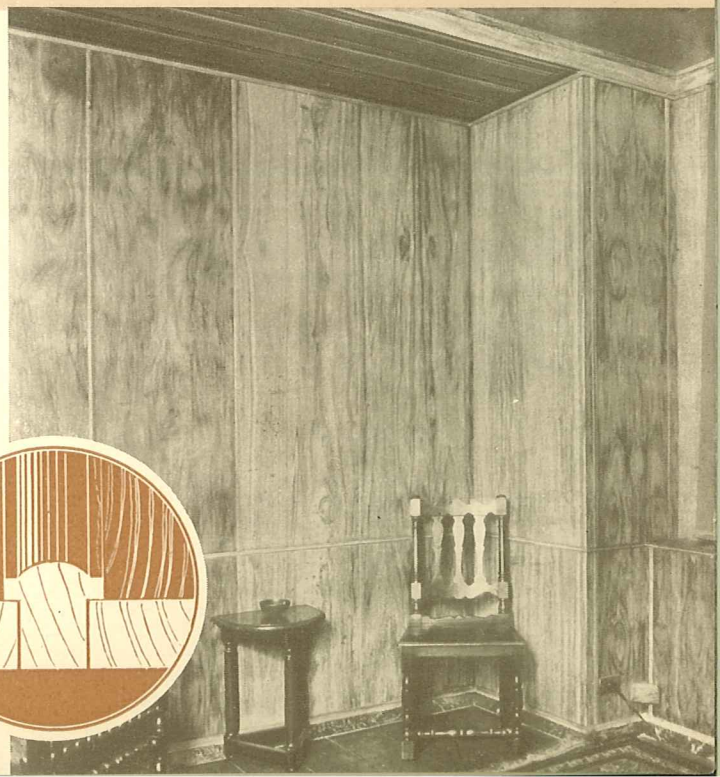


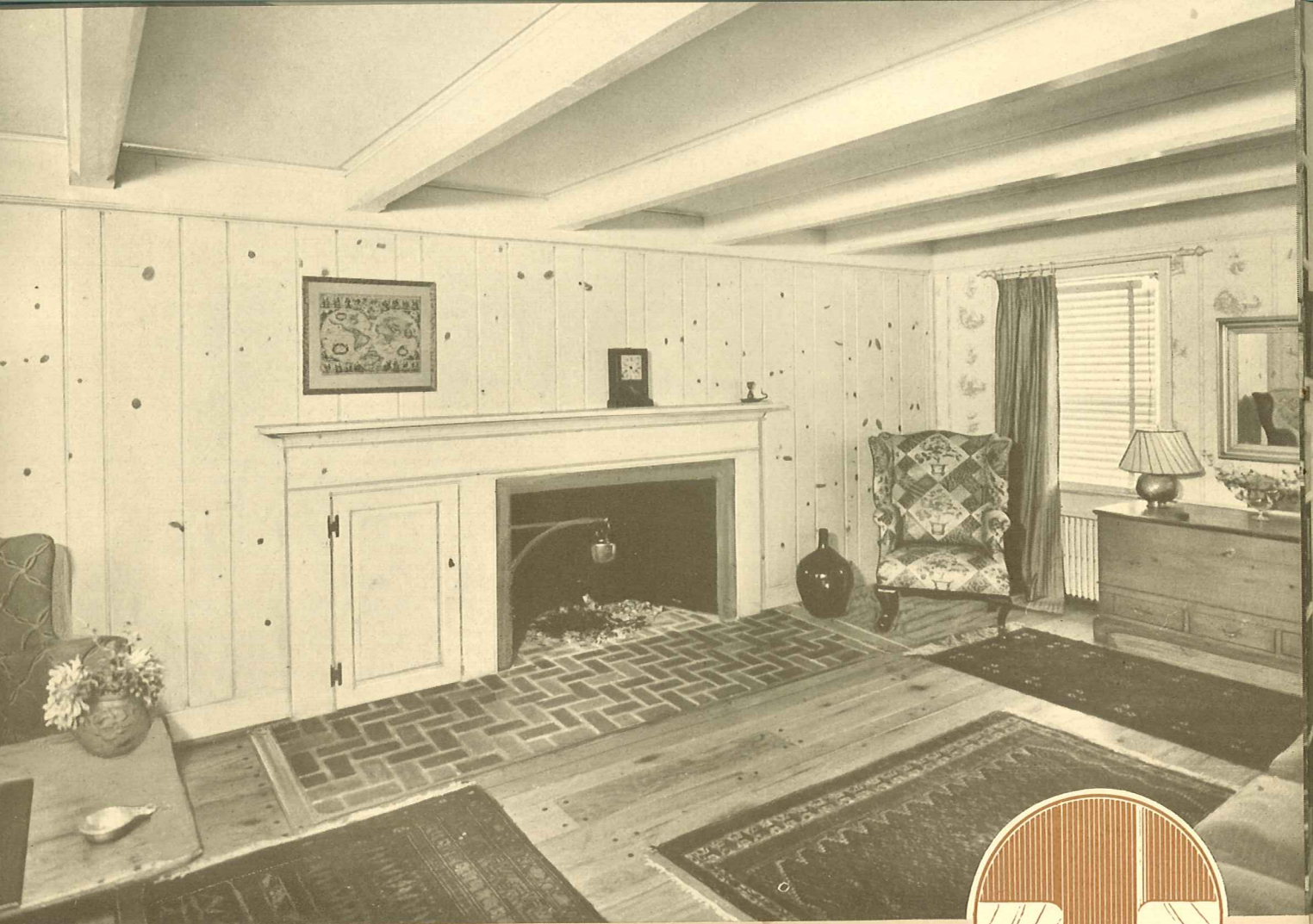
A Living Room from the First American Architecture

A comparison of the hall at the bottom of this page and that in the corresponding position on page 10 offer an interesting contrast between the period and the modern.

One hall is in the simple New England manner, using inexpensive material inexpensively applied . . . the other is a more costly refinement of the same idea in a carefully selected, clear, figured material. In the latter case, veneer sheets have been glued to form large panels of flush design broken at regular intervals by an astragal moulding inserted between panels.

The room immediately above is a companion on a somewhat larger scale of the living room at the top of page 10.





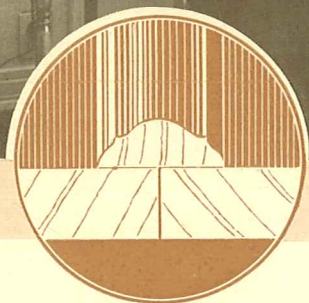
Light Painted Wood Walls of Antique Effect



Wood walls are most frequently thought of in natural finish . . . but there are equal opportunities for the expression of individuality inexpensively in the use of the same wall plus paint.

The delicate shadow lines produced by the relief mouldings of wood paneling are accentuated by painting and the result is a lighter room of plain surfaces beautifully outlined in relief mouldings . . . a result impossible with plain plaster surfaces.

All of the painted rooms illustrated on pages 12 and 13 are of the least costly type . . . plain boards, vertically applied.

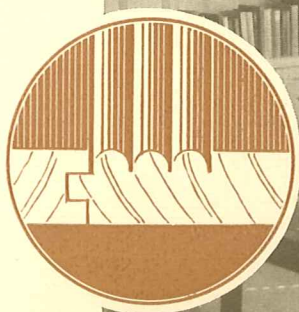
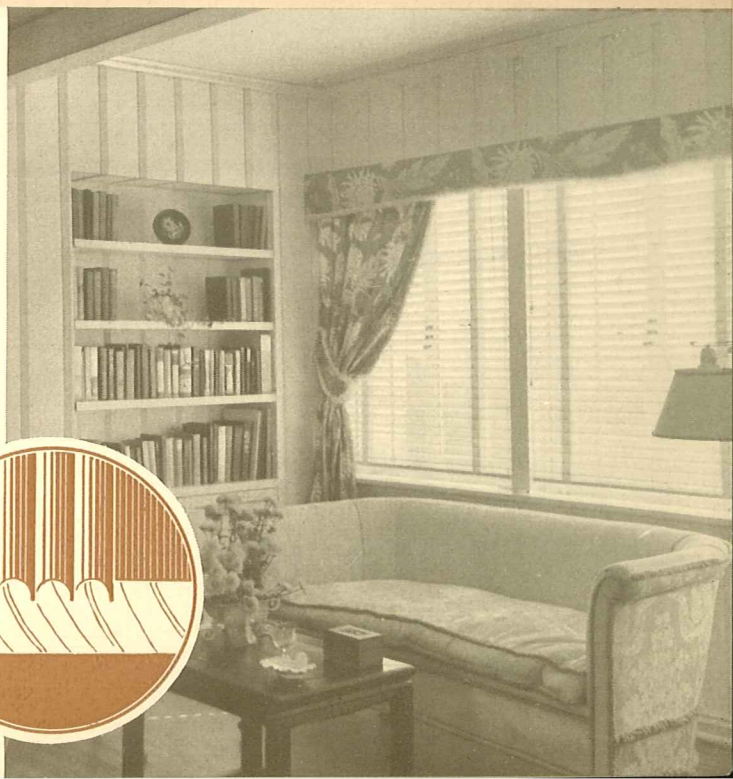


A Practical, Durable Relief from Monotonous Paper Walls

In early times the pitch in the knots of wood walls was not always sufficiently well insulated from the paint by shellac or varnish to prevent the knot from "burning" to the surface of the paint. The result was a spotted wall which is now reminiscent of colonial homes.

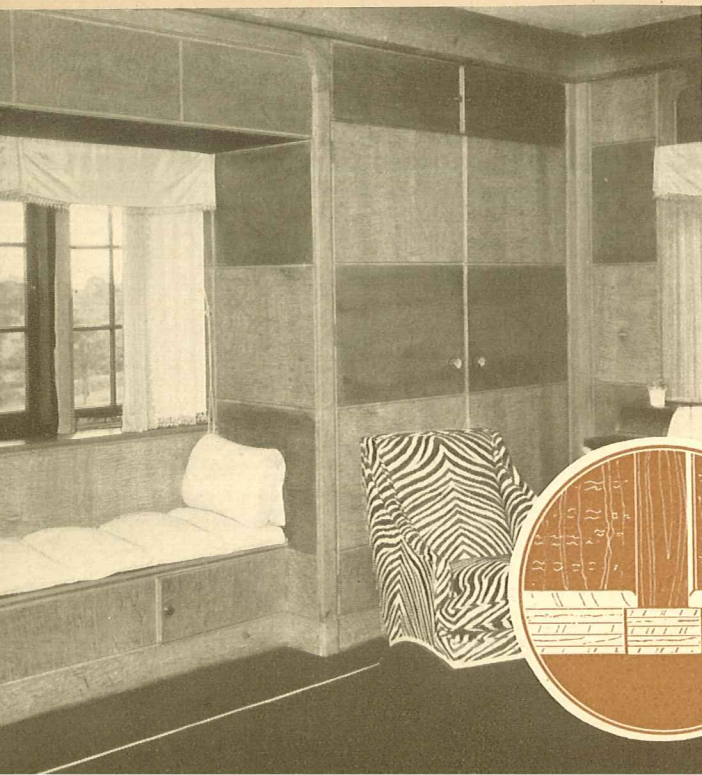
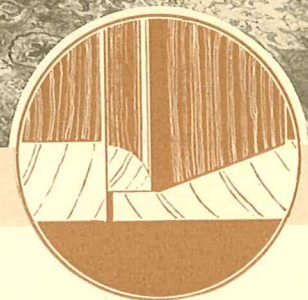
This effect has been produced in the wood wall at the top of page 12 by the simple expedient of wiping the paint from the knots during each successive coat of paint.

Upon completion of the painting the wall was given a coat of light brown glaze which, when wiped from the flat surfaces of the board, stuck to the knots and accentuated the antique effect.





A Single Wood Wall Decorates an Entire Room



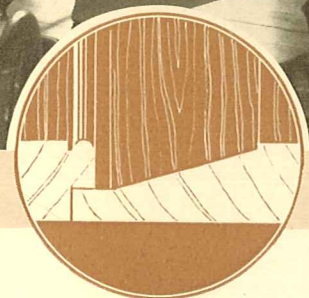
It is not always necessary to completely panel a room to establish its wood wall theme. In the case of the room above, it is probable that the addition of paneling to the other three walls would have added but little to the effect already established.

A relatively small amount of carefully selected paneling may create a desired effect in a room for less cost than full four walls in a more simple pattern and in a less expensive wood.

Both of the rooms at the top of pages 14 and 15 illustrate semi-classical panel types in raised panel design. Both are soundly traditional and recall the work of colonial architect-builders of the period of affluent colonial mansions.



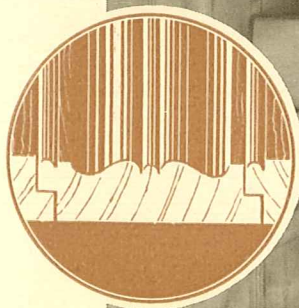
A Formal Wood Wall Treatment for the Library



The built-in bunk or lounge in the library, game room, boy's room, or bedroom is an increasingly popular feature well worth its modest cost.

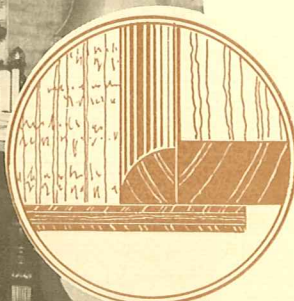
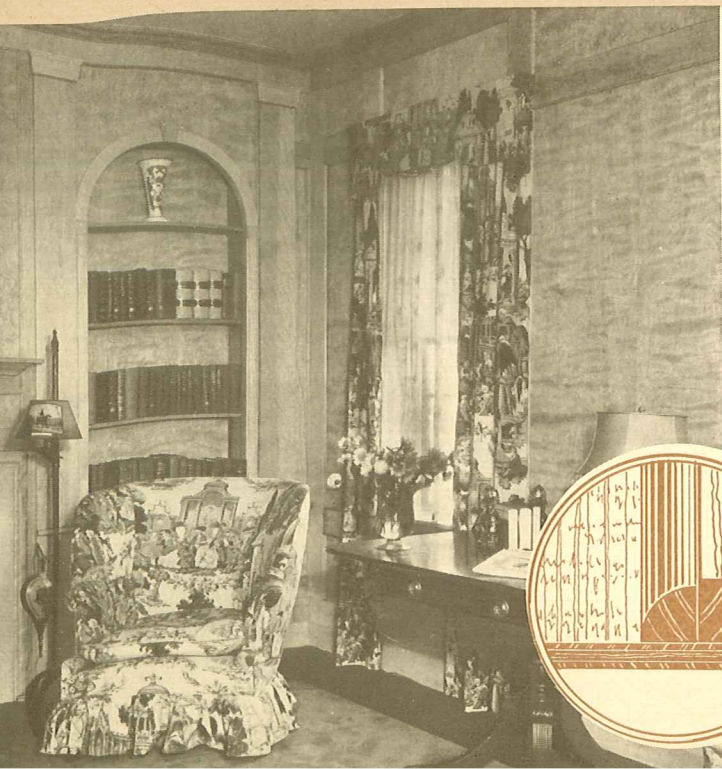
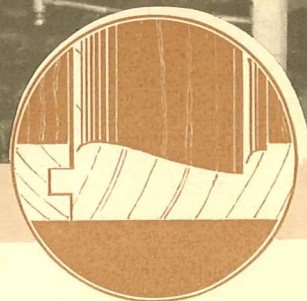
It is natural that built-in items of this kind should fit in better, look best, and seem most appropriate in the wood-walled room because the ancestor of all built-in beds is the ship's bunk found in the wood paneled cabin of an early clipper.

The sophisticated and the unsophisticated in built-in ideas are illustrated on pages 14 and 15. The bunk on this page is informally built with an inexpensive wood wall . . . the seat on page 14 is a series of modern, highly polished veneered panels.





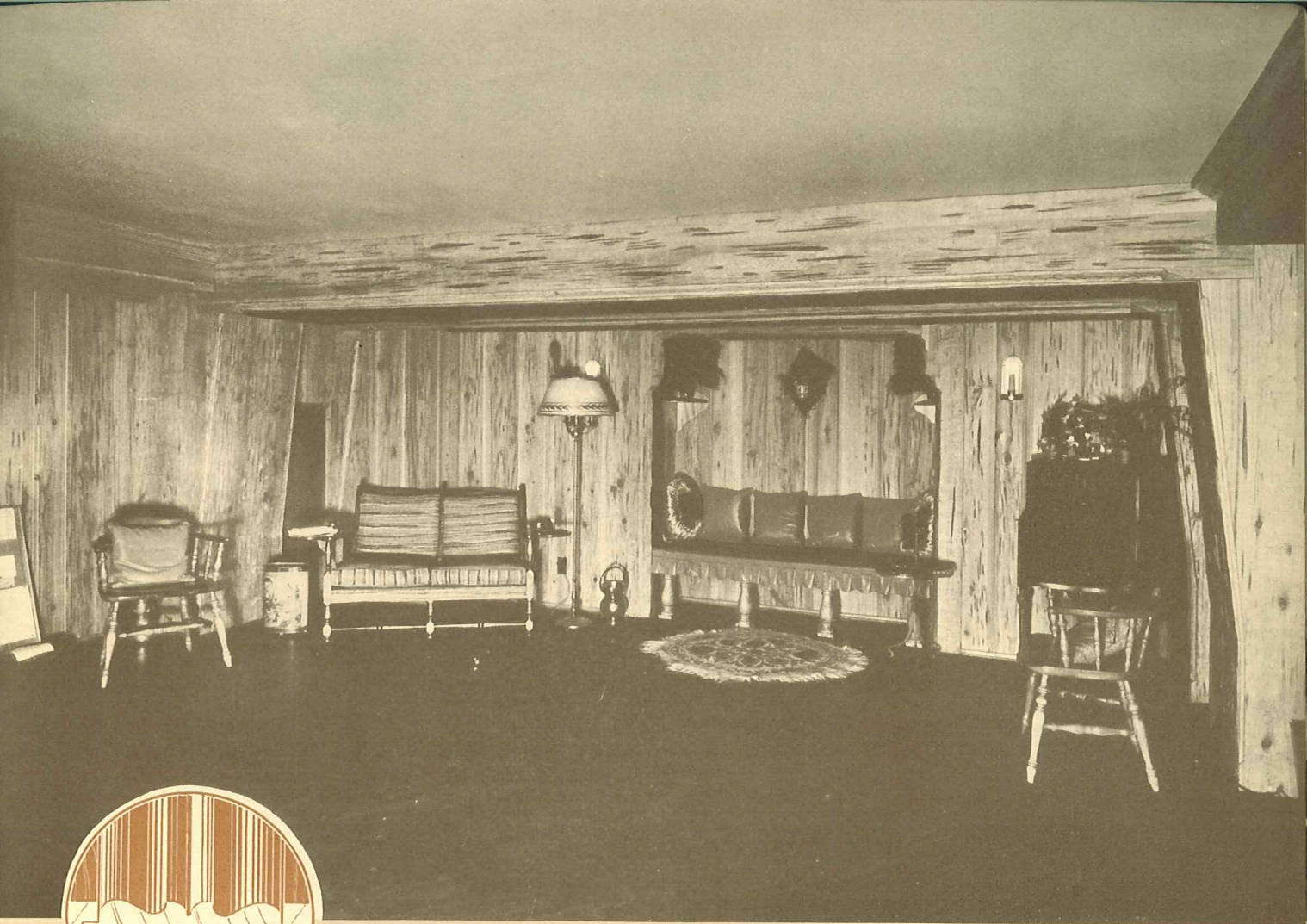
The Basement Joins the Usable, Livable Rooms



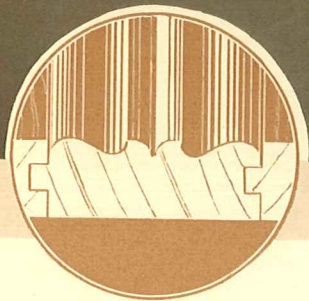
The basement is often the center of "blowing off steam" operations for both adults and children and its tone and theme should contrast sharply with the rest of the house.

As rustic relief from a formal upstairs, wood-walled game and play rooms are the one satisfactory solution for the finish of these "extra" spaces. Wood walls have the capacity to express any degree of rusticity or novelty which the most original imagination can conjure for the game room.

The basement above is typically colonial while that at the top of page 17 is a modern effect produced through selection of material.



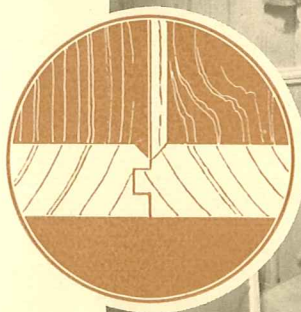
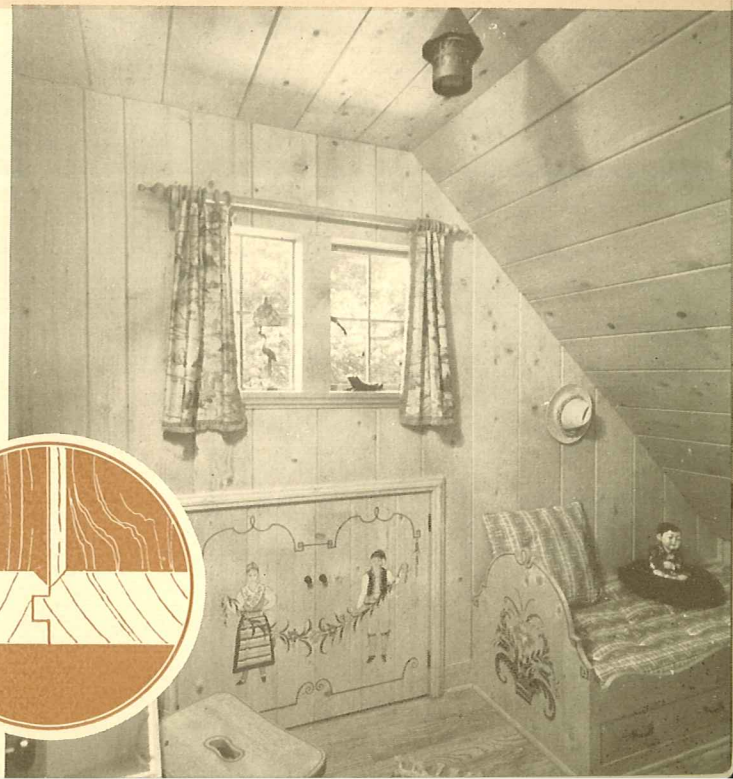
Another of the Scores of Game Room Possibilities



Attics too offer that opportunity for "extra space" which is so satisfactorily finished with wood paneling in either the new or old house.

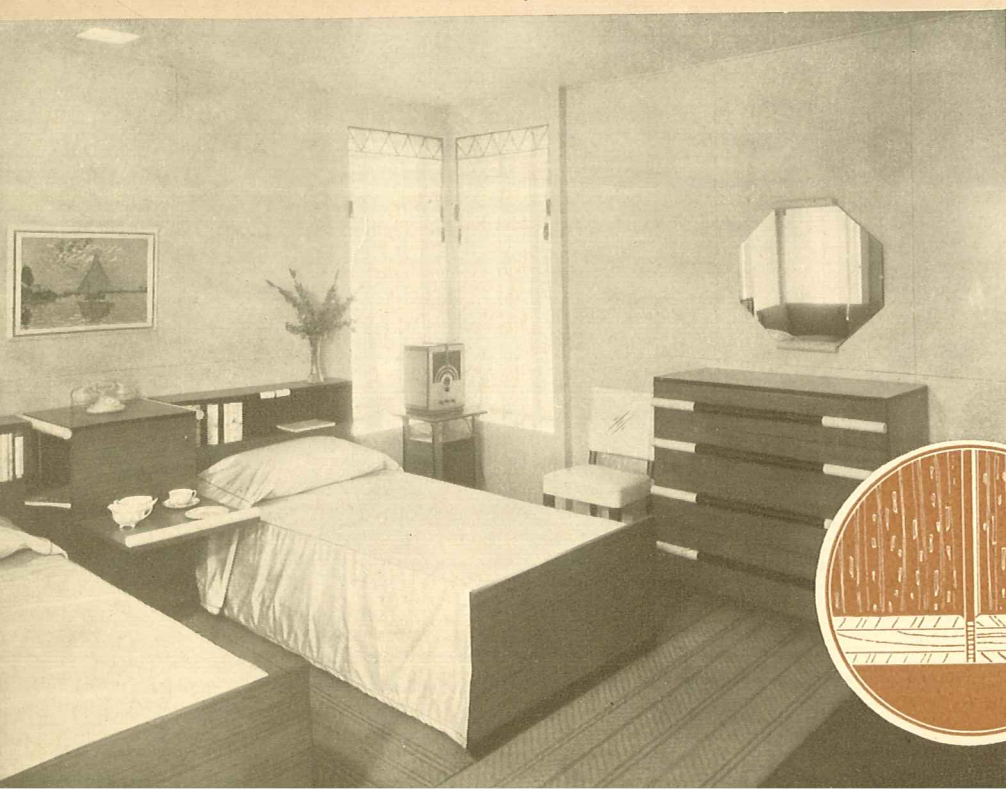
The attic room to the right, designed for the occupancy of children, is charmingly sheathed in knotty material and decorated with peasant designs. With no other type of wall material would such decorations harmonize so well.

Although the room at the bottom of page 16 is neither an attic nor a basement, it well illustrates the type of curly veneer material often used for the sophisticated basement bar.





The "Modern Home" Depends On Wood Decorations



No other material can approach the variety of forms, patterns, colors, and figures available to the designer and builder of the "modern" type of residence in wood.

Pages 18 and 19 illustrate four rooms in the modern manner . . . a living room . . . a dining room . . . and two bed rooms. No two of these rooms, although all in the same general theme, use the same wood, the same wall pattern or the same finish. They are indicative of possibilities.

Veneers and plywoods are generally thought to be well suited to the expression of modern architecture because of their large flat surfaces. Three of these rooms are in veneer or plywood material.

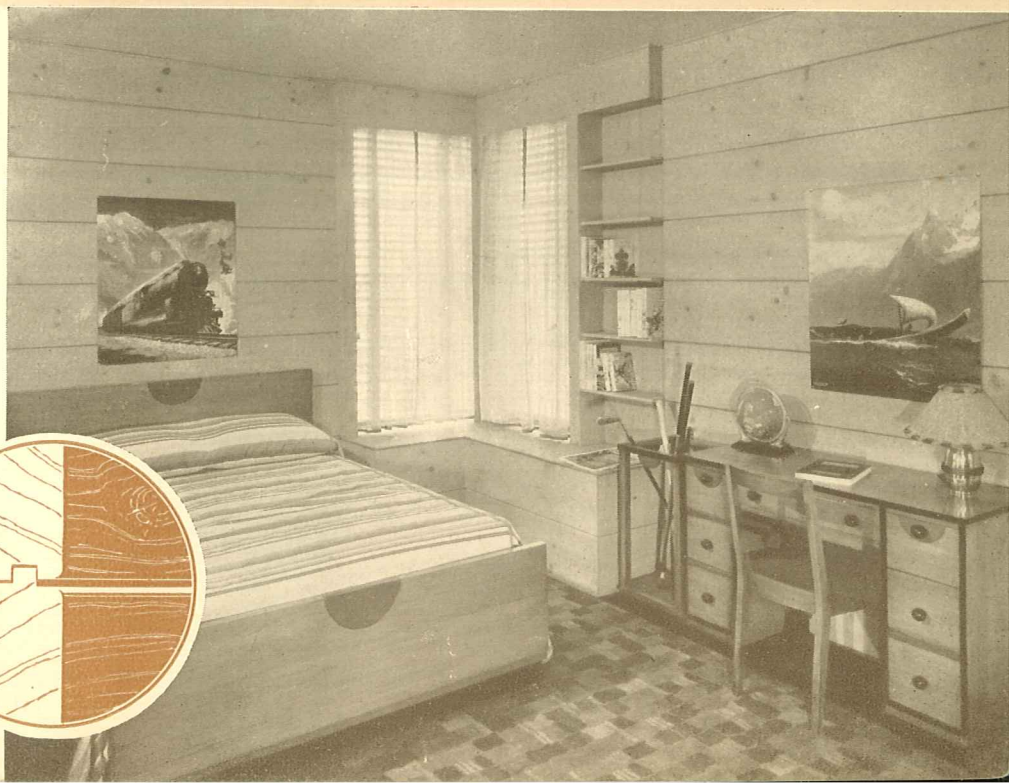


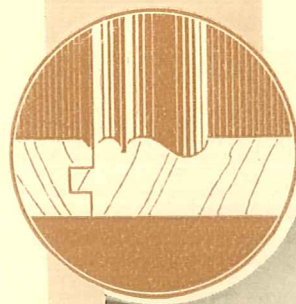
The Perfect Expression of the Modern Dining Room

The living room at the top of the opposite page has a plywood ceiling and highly polished veneer panel wall surfaces. Absolutely no decoration other than that inherent in the grain and figure of the wood is used.

The living room above is also finished in a highly polished veneer selected for figure, but employs fewer but longer sheets as panels.

The bedroom on the opposite page is of painted plywood construction while that at the bottom of this page is the familiar wood sheathing seen elsewhere in this book but here applied horizontally for a modern effect.





Once finished, wood walls provide a room with a permanent form of decoration . . . there is no periodic repapering . . . no removal of old wallpaper . . . no patching of plaster cracks.

Wood paneled walls will last as long as any family will require a given house and they will grow more beautiful as they age.

If the money required for periodic reconditioning . . . repapering and repainting . . . is added to the original cost of the ordinary wall, it is apparent that the more beautiful, more satisfactory wood wall is by far the better investment, not only from a property value or resale standpoint, but also from the maintenance angle.

Wood walls cannot deteriorate. The damaging effect of any settlement which might be expected to crack and loosen plaster will not destroy the beauty of wood paneling nor seriously affect it.

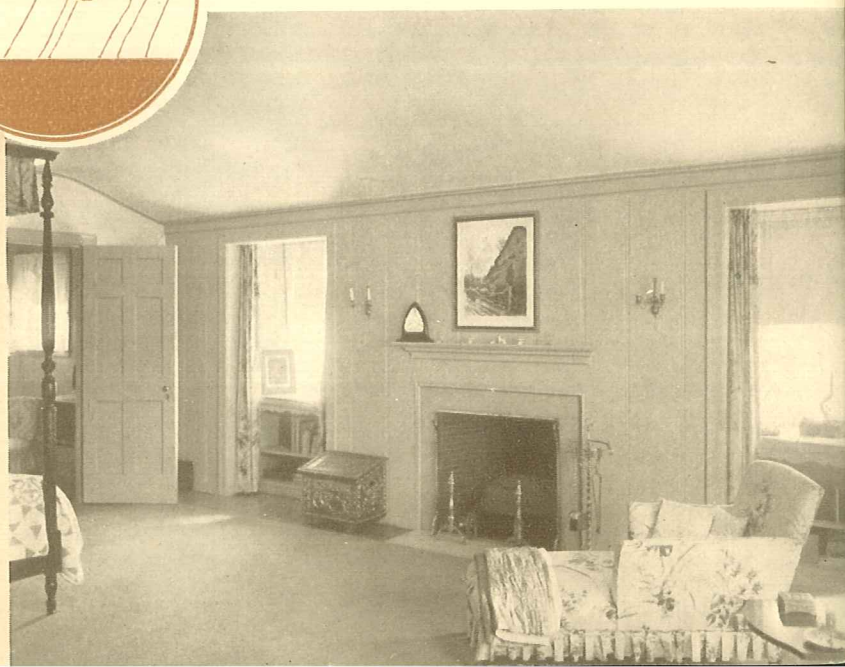
Wood walls which have served through the lifetime of several individuals are now considered of sufficient beauty and value to take their places in museums of art.

The finish of wood walls is a matter of personal taste. There is a sufficiently wide variety of final finish treatments available to fit any personal requirement or decorative scheme.

"Natural" wood finishes vary from simple, inexpensive stain for quick reproduction of the mellowing effect of age, to fine cabinet finishes comparable with the best furniture.

Painted wood walls usually produce light rooms rich in shadow lines because of relief mouldings in the paneling. A wood wall painted produces a much more interesting effect than a plain plastered surface on which the same color has been used.

A wood wall is an effective decoration in itself. Less furniture, fewer pictures, and less decorative effort is necessary to produce a well balanced, pleasing room. Regardless of the excellence of the furniture, wood walls are usually sufficient in themselves to "carry" the effect required.



Where Additional Lumber Information May Be Obtained

THIS publication is a part of the service to distributors and consumers of lumber sponsored by the National Lumber Manufacturers Association. It is suggested that those desiring additional information regarding the respective species of wood write the following regional associations:

American Walnut Manufacturers Association American Walnut.	Chicago, Ill.
Appalachian Hardwood Manufacturers, Inc. Appalachian White Oak, Red Oak, Chestnut, Yellow Poplar.	Cincinnati, Ohio.
California Redwood Association California Redwood.	San Francisco, Cal.
Douglas Fir Plywood Association Douglas Fir Plywood.	Tacoma, Wash.
Mahogany Association, Inc. Mahogany.	Chicago, Ill.
Maple Flooring Manufacturers Association Maple, Beech and Birch Flooring.	Chicago, Ill.
National Oak Flooring Manufacturers Association Oak Flooring.	Memphis, Tenn.
Northeastern Lumber Manufacturers Association Northern White Pine, Norway Pine, Eastern Spruce, Balsam Fir, Northern Hardwoods.	New York, N. Y.
Northern Hemlock and Hardwood Manufacturers Association Hemlock, Birch, Maple, Basswood, Elm, Ash, Beech, Tamarack, White Pine.	Oshkosh, Wis.
Northern Pine Manufacturers Association Northern White Pine, Norway Pine, Eastern Spruce, Tamarack.	Minneapolis, Minn.
Southern Cypress Manufacturers Association Tidewater Red Cypress.	Jacksonville, Fla.
Southern Hardwood Producers, Inc. Ash, Basswood, Beech, Cypress (yellow), Cottonwood, Elm, Gum (black), Gum (red and sap), Hackberry, Hickory, Maple (soft), Magnolia, Oak (white), Oak (red), Poplar, Pecan, Persimmon, Sycamore, Tupelo, Willow.	New Orleans, La.
Southern Pine Association Longleaf and Shortleaf Southern Pine.	New Orleans, La.
West Coast Lumberman's Association Douglas Fir, West Coast Hemlock, Sitka Spruce, Western Red Cedar, Port Orford Cedar.	Seattle, Wash.
Western Pine Association Ponderosa Pine, Idaho White Pine, Sugar Pine, Larch, Douglas Fir, White Fir, Engelmann Spruce, Red Cedar, Incense Cedar.	Portland, Ore.
Red Cedar Shingle Bureau Red Cedar Shingles.	Seattle, Wash.
The Veneer Association	Chicago, Ill.

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National Association of Commission Lumber Salesmen	1643 Lee Road, Cleveland, Ohio.
National Door Manufacturers Association	332 South Michigan Avenue, Chicago, Ill.

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